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To: USPTO
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File: 09/619,947
0664MH-35583

Date/Time: 27 JANUARY 2003

Fax Number: (703) 746-7206

Pages transmitted including cover sheet: 3

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STAGE NO.	OFFER TYPE	PRODUCT STAGE	TERMS	"ADDERS" (COST/BENEFIT)	BUYER ACTION	SELLER ACTION
0	CONDITIONAL	DRAWING ONLY	SOLICITATION OF INTEREST IN LATENT CAPACITY	<ul style="list-style-type: none"> ▶ CHOICES ABOUT FEATURES THAT CAN BE INCLUDED IN THE PRODUCT (FEATURE OPTIONS); ▶ PROLONGED SELLING PERIOD 	IF INTERESTED RESPONDS: 1. POSITIVELY 2. NEGATIVELY 3. POSITIVELY W/MODIFICATION (RFO)	AGGREGATING: 1. AMOUNT OF INTEREST 2. IDENTITY OF THOSE INTERESTED 3. EVALUATING MARKET PROFILE OF RESPONSE TO ITEM
1	PRODUCT DESIGN (MONTHS OR WEEKS)	CONDITIONAL DRAWING W/OPTIONS MATERIAL, COLOR, SWATCHES, ETC.)	PARTICULARS ON ECONOMIC AND LOGISTICAL CONSTRAINTS	<ul style="list-style-type: none"> ▶ PRODUCT SPECIFICATIONS AND PARTICULARS ON PRICE AND TIME OF DEVELOPMENT AND DELIVERY; ▶ PROLONGED SELLING PERIOD 	EXPRESS SPECIFIC INTEREST	GATHER: 1. SPECIFICATIONS 2. ANALYZE VIABILITY OF DEMAND 3. COMPLETE TIME AND F.O.B. INFO 4. INTERACT WITH FACTORY 5. USE OPPORTUNITY TO BEST USE E.O.O. ON MATERIALS AND TRANSPORTATION
2	PREPRODUCTION (WEEKS)	CONDITIONAL PRODUCTION SAMPLE	TIME PRICE F.O.B.	<ul style="list-style-type: none"> ▶ PARTICULARS OF DELIVERY METHOD AND FREIGHT ▶ PRICE QUANTITY BREAK SCHEDULE; ▶ LABELING AND PACKAGING (PRIVATE LABEL); ▶ PROLONGED SELLING PERIOD 	ACCEPT OFFER	1. MAKE SPECIFIC OFFER 2. FINAL DIMENSION DETERMINED (FREIGHT DATA) 3. SPECIFY PACKAGING
3+4	PRODUCTION CAN BE MANUFACTURING OF ARTICLES OR MERELY ASSEMBLY OF KITS OR PACKAGING OF PREEXISTING ARTICLES (DAYS)	BINDING CONTRACT	MASS PRODUCED PRODUCT	NO CHANGE	AS F.O.B. POINTS DETERMINED, NEW BUYERS CAN JOIN IN TOO	STOP AFTER ORDERS FILLED (PREPRODUCTION ORDERS = TOTAL) ANTICIPATES INCREMENTAL SALES, AND THUS MANUFACTURING: 1. SHORT OF A COMPLETE CONTAINER (STRETCH TO MEET) 2. CONFIDENT THAT INCREASED DEMAND EXISTS/WILL EXIST 3. HAS ACCESS TO DISTRIBUTION CHANNELS AND F.O.B. LOCATIONS; MAY BE ATTRACTIVE AND ARE USED FOR CHANNEL DISTRIBUTION STRATEGY

STAGE NO.	OFFER TYPE	PRODUCT STAGE	TERMS	"ADDER" (COST/BENEFIT)	BUYER ACTION	SELLER ACTION
5 "PACKING FOR SHIPMENT" (DAYS)	NO CHANGE + NEW OFFERS	MASS PRODUCED PRODUCT PACKAGED	► PRICE REDUCTIONS OR INCREASES DUE TO ODD LOT IMPERATIVES ► ZONE SKIPPING (MANIFEST CREATION/DOCUMENT PREPARATION)	► WATCHING FOR SPOT MARKET BUYING WITH INCREASINGLY CONDITIONAL OFFERS ► PROLONGED SELLING PERIOD	WAITING FOR SPOT MARKET BUYING WITH INCREASINGLY CONDITIONAL OFFERS; NEW BUYERS CAN JOIN IN TOO	CREATION OF REGIONALLY-BASED OFFERS TO TOP OFF CONTAINERS AND MINIMIZE UNIT FREIGHT COSTS
6 "IN-TRANSIT" (WEEKS)	NO CHANGE + NEW OFFERS	FINISHED PRODUCT IN TRANSIT	LARGELY GEOGRAPHICALLY LIMITED OFFERS	► SOME COMPONENT OF LOCALIZED DELIVERY FROM F.O.B. ARRIVAL AREA ► SUPPLIERS COSTS ARE MOST APPARENT IN DISCOUNT ► PROLONGED SELLING PERIOD ► AVOID REDISTRIBUTION COSTS	NO CHANGE; WAITING FOR ADVANTAGEOUS ROUTING CONDITIONS	LOOK FOR OPPORTUNITIES TO CLEAR INVENTORY AND MINIMIZE FREIGHT AND WAREHOUSE COSTS
7 "IN WAREHOUSE" (HOURS)	NO CHANGE	FINISHED IN PRODUCT WAREHOUSE	DISTRIBUTION TERMS	► TRADITIONAL ACTIVITIES	TRADITIONAL ACTIVITIES	TRADITIONAL ACTIVITIES
8 "IN STOCK" (WEEKS)	TRADITIONAL	IN STORE F.O.B. STORE	POINT OF SALE TERMS	► TRADITIONAL ACTIVITIES	TRADITIONAL ACTIVITIES	TRADITIONAL ACTIVITIES